

D48-20 (20.3 HI)

D48-20.G

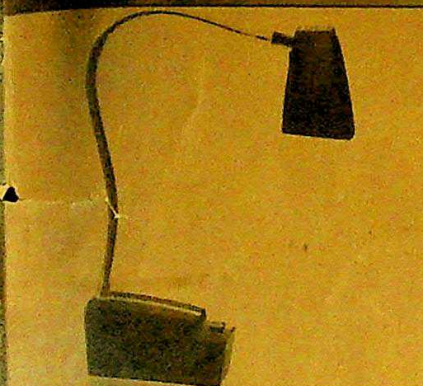
91

NEW —
ADVANCED — BRIGHTER

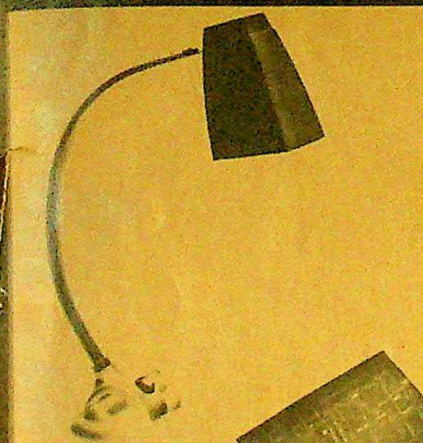
AcmeLite

HIGH INTENSITY WHITE LIGHT PORTABLE LAMP

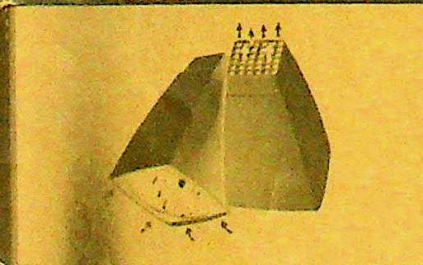
"ACME TUCKAWAY" Table and Wall Light



The "ACMEFLEX"

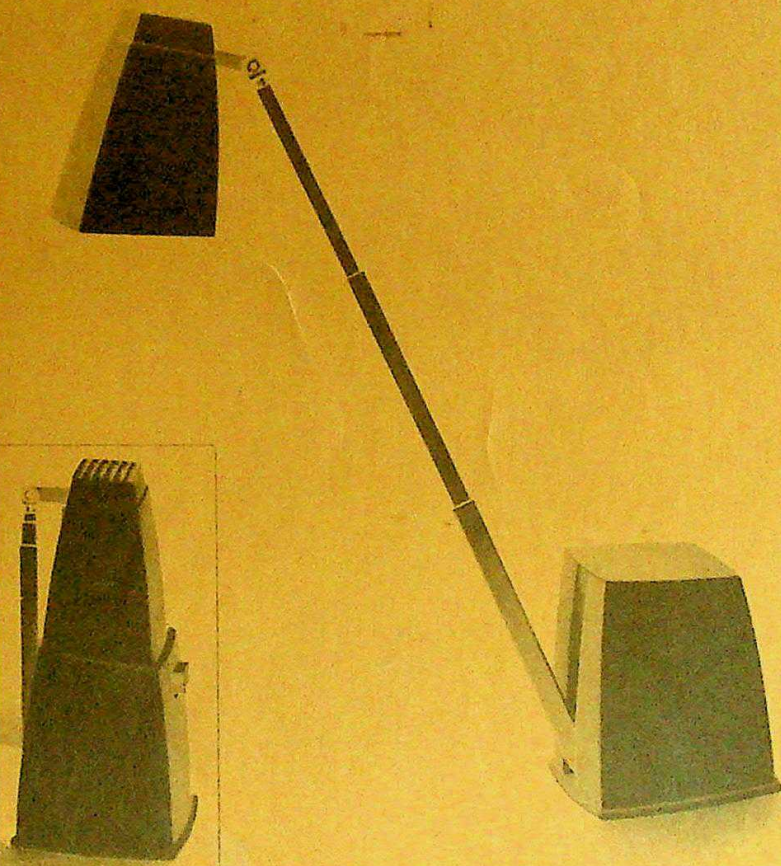


"ACMECAR" and BOATLITE



ACME Two Piece Air Cooled Shade

JOURNAL for January, 1965



The "ACMETEL"

Patent Pending

The ACME of perfection — the ultimate in high-style design and engineering. Only the best components entirely manufactured in the U.S.A. GE's power cord set, GE's hi-lo switch and GE's bulb. A two piece air cooled shade, with a brilliantly plated inner parabolic reflector, emits 25 per cent more glare-free white light, as indicated by test. The four models shown are produced in Snow White, Jet Black, Beige or Black Base and White Shade.

Write for Catalog and Discount Information

ACME LITE PRODUCTS COMPANY
INCORPORATED

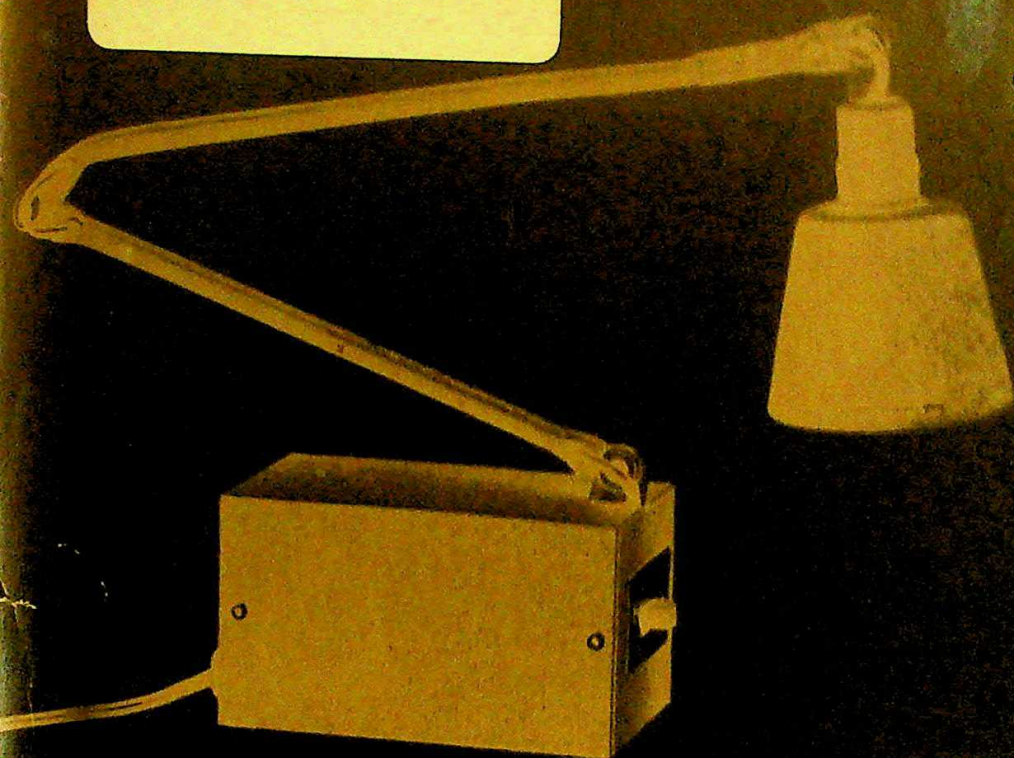
Manufacturer of the most complete line of flexible arm portable lamps for more than a quarter century



CONGERS, NEW YORK 10920

Lamp Journal

Apr. 1964 page 67



Why everybody and his brother is trying to make miniature high-intensity lamps

...a revolution... a revolution in

...back in 1946, when Tensor in-
...the miniature high-intensity
...from the start, people dis-
...the wonderful little lamp gave the
...light, it captured the eye, light
...and the... Warren, seemed almost
...or required watches by
...and their friends about it. Their
...of their friends. And soon even
...the... person and Tensor. Many
...were surprised. But the
...illustrated, too, for Tensor
...was... they couldn't
...the demand.

...every body and his brother
...the lamp manufacturers, micro-
...the... manufacturers, all
...they had in getting out high-
...the... But some has been able to
...the Tensor, not by a long and

Here's why:

1. The Tensor lamp is an engineered prod-
uct, not a mass of the half-assembled junk. Each
piece, each part, each element has been de-
signed by engineers for its specific func-
tion in the lamp product.

2. Tensor gives the richest, most glow-
ful light yet achieved artificially. Only the
one difference? Compare the Tensor light
side by side with that of any of its imitators
and you'll see the difference. (Part of the se-
cret is in Tensor's exclusive brilliant white
reflector—a white that will never dull or
yellow.)

3. Tensor holds the original patents in
miniaturized high-intensity lighting. It
is the heart of any high-inten-
sity lamp—incandescent, mercury, or
fluorescent. No other miniature lamp's
transformer approaches Tensor's in per-
formance.

4. The Tensor lamp is lighter, sturdier,

more compact, longer-corded than any of
the Army's come-later in the high-inten-
sity field. And its limited swing mounting
imitates the action of the human arm, per-
mits the light to be aimed exactly where it's
wanted, at any angle, in any position, into
any back or corner.

5. Tensor is more than a lamp. It's a com-
plete, high-quality unit. There are many differ-
ent models, from the high-fashion Princess
to the low-cost Executive, adjusting for as
little as \$8.95 and as much as \$25.00. There
are accessories, too, and changes, carrying the
same extension arms, all designed to make
the Tensor more adaptable, more portable,
more adaptable for any use in the home, the
office, the laboratory, or elsewhere.

When you think of high-intensity light-
ing, remember two things.

Tensor pioneered it.

Tensor is still the leader of everyone and
his brother.

tensor
Tensor Corp., Brooklyn, New York 11220

new styles in lighting



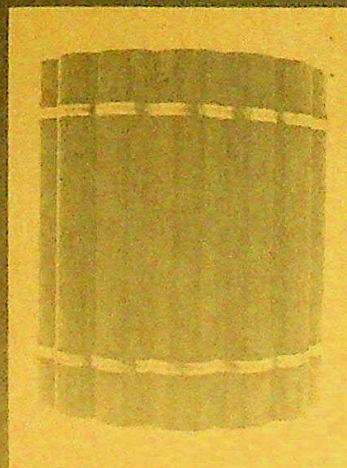
Haeger



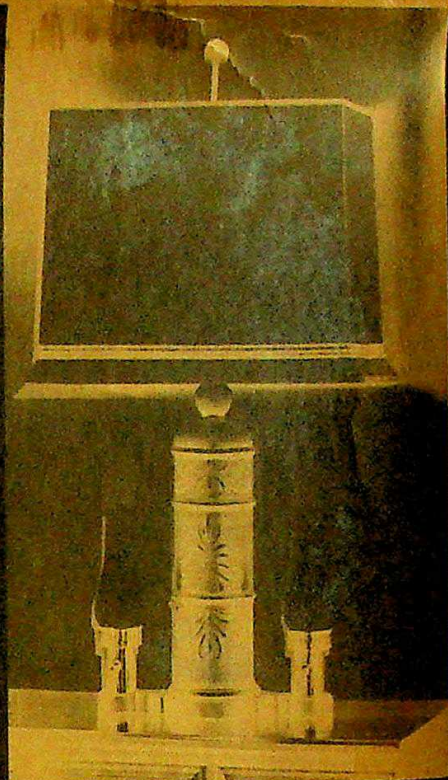
Eagle



North American



Jubilee



Phil-Mar

Spanish jug in peasant red, yellow or olive is mounted on an iron tripod base and comes with a shade antiqued to match the base. It is 29 in. high and retails at \$45 from Haeger Lamp Co., Dundee, Ill. » **Apothecary lamp** combines wood, brass and tall chimneys with the jar and is topped with a 20-in. rectangular shade. It is 37 in. tall and retails at \$75 from Phil-Mar Corp., 1100 East 222 St., Cleveland. » **Hi-Lite** high intensity lamp is from Eagle Electric Mfg. Co., 23-10 Broadway Plaza South, Long Island City, N.Y. It is all metal with baked wrinkle finish in five colors and a 12-in. flexible arm. » **Special, long-life rechargeable penlight** batteries provide up to 20 hours of light. This polyethylene drip candle unit by Nalco of a 2½ volt Nalco candle flame. The base of the 6-in. candle is tapered to fit any standard sconce, candelabra or other candle holder. From North American Electric Lamp Co., 1520 North St., St. Louis, Mo. » **New California** fluted drum shades in assorted fabrics and trims are available now from Jubilee Lamp Shade Co., 13 Lexington Ave., Brooklyn, N.Y. » **Beguiling Kiddie lamp** is from William F. B. Johnson, Inc., 1500 E. 1st Ave., Philadelphia. It comes in white, pink, blue or maize. » A **miniature replica of the Mayflower** under glass for the base of this 33-in. early American lamp from Schor-Percraft, Inc., 122 Eighth St., Passaic, N.J. Finish is colonial brogue and distressed fruitwood.

D48-20(20.3H1)

D48-20.G

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SANDEL

Antique pedestal table lamp by Sandel Mfg. Co., 3618-3630 So. Loomis Pl., Chicago 9. Hand rubbed and shaded finish in dark fruitwood with heavy distressing. Accent metal trim in dull brass; \$70 retail.



BOHEMIA

Imported cast bronze, six-light fixture is from the line of Bohemia Import Co., 39 West 23 St., New York, N. Y. It measures 21" high and 26" wide.



RUBY

Classic oil lamp, with imported etched glassware and hand-painted base in red or green, is 27" high. It is trimmed in white with gold relief. From The Ruby Co., New York.

TENSOR



Tensor-lite, small in size and weight, gives glare-free, color-true light. Jointed arm extends to 15" and the reflector swivels horizontally and vertically. From Zam & Kirshner, 570 Seventh Ave., New York, N. Y.

Pure silk antique taffeta shade, in 16", 18" and 20" sizes, comes in a full range of decorator colors and is available from Diane Studios, Inc., 25 Lafayette St., Brooklyn, N. Y.



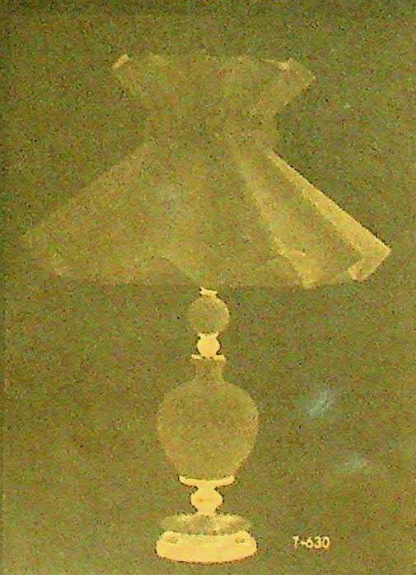
DIANE

GREENSPAN



White icing accents the beige pearl glass in this 42½" lamp from Greenspan & Co., H & Cayuga Sts., Philadelphia, Pa. The shade is of "no-hug" white miracle crepe.

AMERICAN



American Lamp & Shade Co., 1140 N. American St., Philadelphia, Pa., features this 30" lamp of rock maple and hobnail glass, with three-way light and California shade. It is also shown in the new showrooms of Ted Lewis, Rm. 527, 225 Fifth Ave., New York, N. Y.

7-630

DIARY (20/20/20) (BMT)

Home Furnishings Daily
July 20, 1964
page 16

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Stiffel

Lampette

Tensor

Price	Product Code
\$19.95	12923
1.50	12928
24.95	5975
4.95	7100
19.00	7190
1.75	5917
\$20.00	7303
9.95 - \$24.95	7175
19.95 - 24.95	7238
17.95 - 19.95	5979
17.95 - 19.95	7152
15.00	5900
15.00	8300
\$9.50	D01
11.00	D02
\$9.95	
16.95	

*Koch & Lowy**Cosmos**Leonard**Acme**Sheridan*

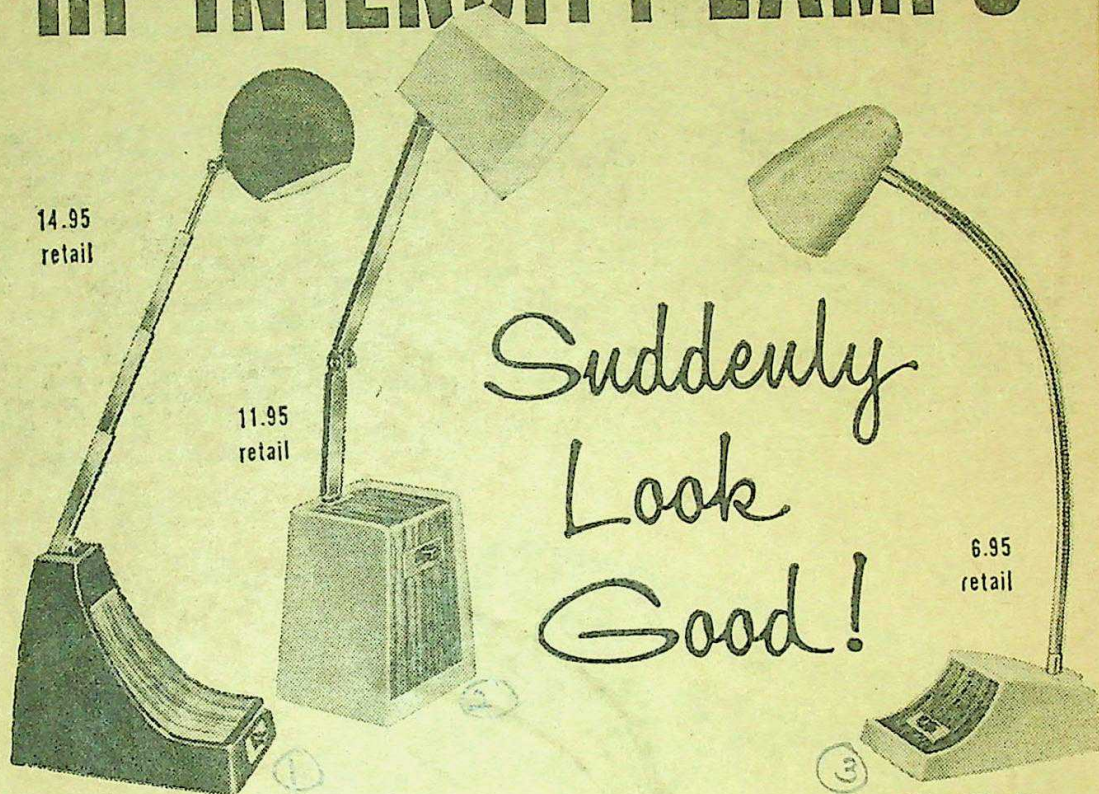
Chrome and marble keynote a new group of lamps designed by Neal Small for Koch & Lowy, 201 East 34 St., New York. The model shown here uses a 30 R 20 reflector bulb. It is 19 in. high and retails at \$19. » **Wonderland lamps**, offered by Leonard Associates, 225 Fifth Ave., New York, present a series of storybook characters in high-fired ceramics, hand-painted in colors pleasing to children. Attached to each lamp is a storybook written about the lamp's ceramic figurine. Each lamp is pre-packed to assure safe delivery. Twelve units in all make up the line. » **New Acmelite** high intensity, white light portable lamps have one-piece air cooled shades. An air space between the outer shade and an inner modified parabolic reflector, brilliantly plated for the best degree of reflectivity, a vent grid

at the top of the shade, and heat resistant material combine to produce a cool shade. It is available with telescoping arm, folding arm or gooseneck, in black, white or beige, to retail from \$12.95 to \$17.95, from Acme Lite Products Co., Congers, N. Y. » **Co-ordinated groups** of tear-drop inlaid glass styles are offered by Sheridan Industries, 230 Fifth Ave., New York. The group comprises adjustable wall lamps, swags, chains, and two- and three-light poles retailing from \$8.98 to \$29.98. Variations of the group will be shown at the markets. » **Attractive figurine group** with multi-color glaze finish is imported from Italy by Benrose Lamp Co., 36-38 West 25 St., New York. Shade is elaborately pleated and fringed to complement the opulent tenor of the base.

Benrose

NOW!

HI-INTENSITY LAMPS

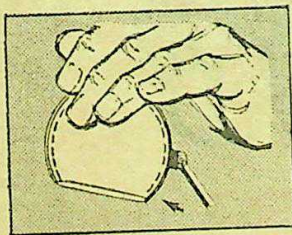


NEW from UNIVERSAL

... and a lot easier for you to sell! Here's why!

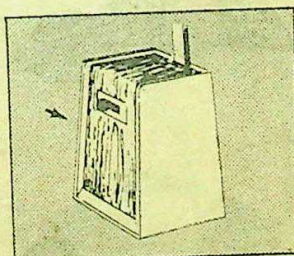
Sure all Hi-Intensity lamps help you see better! But wouldn't you like to give your customer a little "more lamp" for less money? (without sacrificing your margin, of course!)

Safety! Customers need Universal's double-insulated "stay-

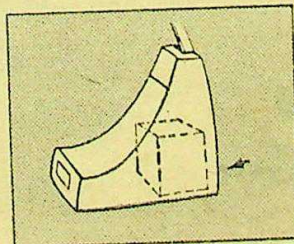


kool" shades that can't accidentally burn baby's fingers!

Fashion! They go for Universal's decorator touch of walnut veneer inlaid in a color co-ordinated base of desert buff, ebony or snow-white!

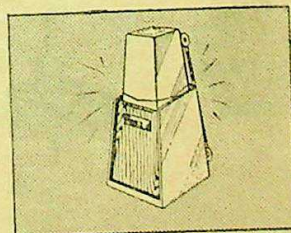


Quality! They appreciate Universal's U.L. listed precision components that go far beyond required industry specs. Totally isolated in "stay-kool" high-impact polystyrene body!



Price! We almost forgot to mention they're fair traded and guaranteed up to 5 years.

Plus a host of meaningful extras like the molded styrofoam shipping and carrying case—6 ft. white cord—and assured



"tip-proof" balance in all positions!

P.S. Look to Universal for all your replacement bulb needs "from stock"—at a wonderfully surprising price! Choice of mail-order or rack packing!

Home Furnishings Daily, May 1966
Page 24

D48-20(20.341)

D48-20.G

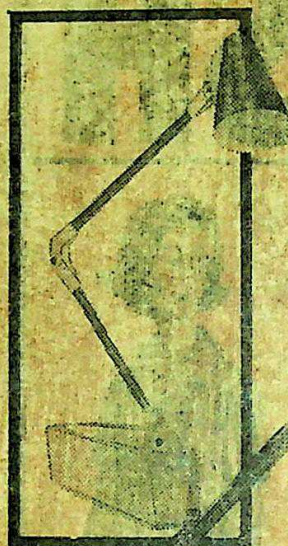
91

12—THE WASHINGTON DAILY NEWS, WEDNESDAY, MAY 4, 1966

**Lansburgh's Helps You Reduce Eye-Strain and
Glare with High Intensity, Concentrated Light**

TENSOR® LAMPS

The better way to see . . . Tensor® Lamps are wonderful for study, reading, sewing, art work, and more! Versatile and compact they're ideal for home, office or travel.



Tensor®
Princess

Princess Model . . . gives pearl white light with intensity of 45 ft. candles, beige, black, white. **12.95**



Lady Bug Model . . . decorator styled, tip-proof. Lo or hi-intensity switch. Swivels full 360. Beige, black, white. **14.95**



Tensor® Rumford

Tensor® Rumford . . . Direct light 12" from work surface. 2-beam: 55 candles in lo, 115 ft. candles in hi. Folds to 11½ in., natural. **18.95**



Tensor® Lady Bug



*STATIONERY—Washington
& Shirlington, First Floor;
Langley Park, Lower Level.*



CA
NA. 8-

D48-20.G

91

PLYMOUTH-HARLEE

PRESENTS ITS STAR-SPANGLED GROUPINGS

★ MEXICANA

Spanish influence for modern living

★ Gloucester House

Early American for the maple & clapboard set

★ Traditionary

Old World with a new beat

★ Kensington

Very, very English

NEW YORK PERMANENT SHOWROOM

Room 1205, 230 Fifth Ave.*

CHICAGO

Room 431W, Palmer House

DALLAS PERMANENT SHOWROOM

Room 1735, Dallas Trade Mart

SAN FRANCISCO PERMANENT SHOWROOM

Space 764, Western Mdse. Mart

* NOTE: DURING NEW YORK SHOW, PLYMOUTH-HARLEE WILL BE SHOWN ONLY AT 230 FIFTH AVE., ROOM 1205

LLOYD'S HI LITE

30 W. 23rd ST., N. Y., N. Y. 10010

*The Most Versatile
High Intensity Lamp*

- ★ NIGHT LIGHT
- ★ SPOT LIGHT
- ★ TV LAMP
- ★ WALL LAMP
- ★ DESK LAMP

DISTRIBUTED BY:

BRUNSWICK-FANTA INC.

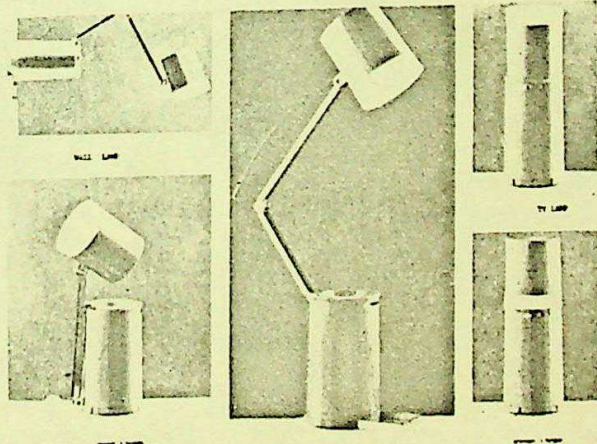
230 FIFTH AVE.

N.Y.C. N. Y. 10001

RETAIL **12⁹⁵**

CHICAGO SHOW
PALMER HOUSE
RMS. 428W-429W

N. Y. SHOW
230 FIFTH AVE.
LOBBY



- SHADE SWIVELS 360°
- CHROME ARM
- HI-LOW-OFF SWITCH
- COLORS: WHITE, BLACK, RED, GREEN, BEIGE

Engineered

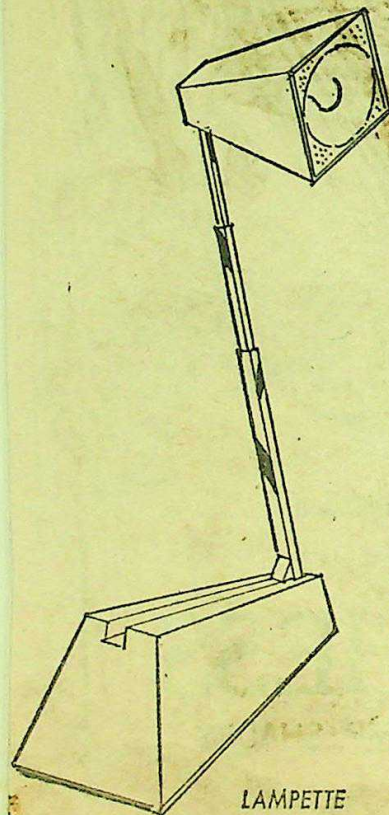
LIGHTING

SA-2222

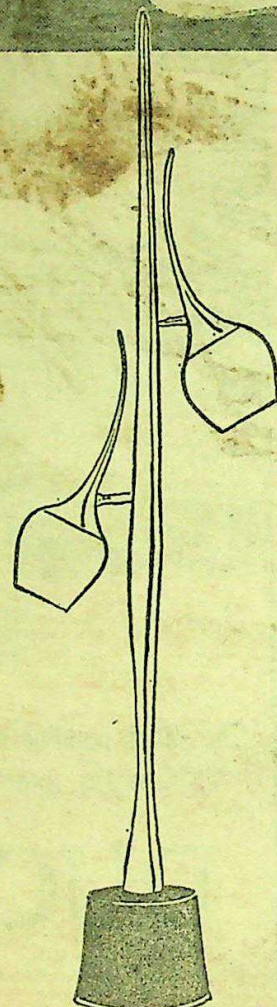
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HOME FURNISHINGS DAILY, MONDAY, JANUARY 11, 1965 Sec. 1

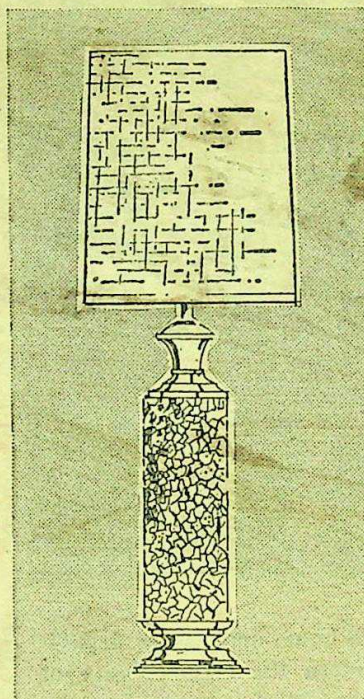
D 48/20 (20.3H1)



LAMPETTE



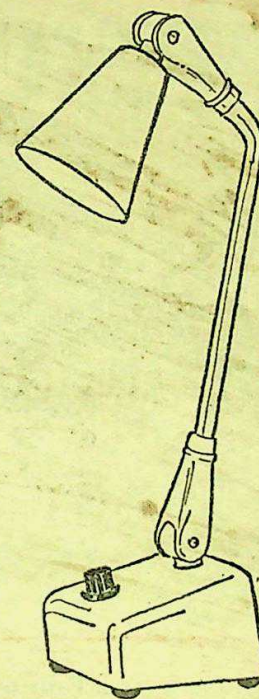
LAUREL



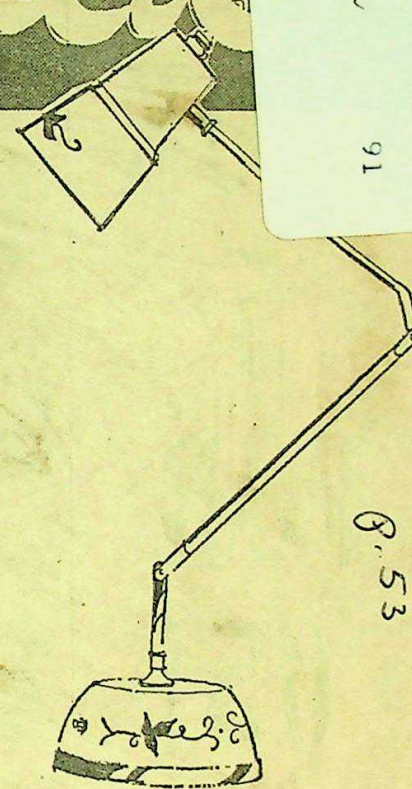
JOHN LORY

TECHNOLOGICAL ADVANCES have created an entirely new selling dimension in residential lighting. The demarcation between functional and decorative is narrowing, while the potential of new applications is widening. **THE CHALLENGE:** To educate consumers and stimulate buying interest. Shown at the right are new high intensity models and a decorative table lamp with dimmer control.

From left to right: LAMPETTE'S compact fold-



CONTROL RESEARCH



Wm. JOHNSON

By JOAN B. CARY

away telescopes from 7 to 18 inches, \$14.95 in white, grey and telephone colors. Table tree with polished brass stem, opaque globes by LAUREL LAMP, New York, about \$40.

Natural cork has brass accent, burlap shade and dimmer; 46 inches, \$50 retail. By JOHN S. LORY, INC., Flushing, N. Y. Infinity dimmer-dial high intensity, \$19.95, by CONTROL RESEARCH, INC., Farmingdale, N. Y. Tole in 11 colors, \$17.95, by W.M. F. B. JOHNSON, INC., Philadelphia.

B-53



H. Grabell and Standard Shade offer eastern manufacturers the most extensive selection of California-designed lamp shades in a wide variety of styles featuring the latest fabrics and materials. Plus large variety of new traditional styles.



H. GRABELL & SONS, INC.
AND
STANDARD SHADE
CORP. OF N.J.

1128 Madison Ave. • Paterson 3, N. J.

not help challenge the thinking and plans of every progressive man and woman in this industry.

"Vitally significant, too, will be the Conference session on imports and exports headed by William E. Stevens, Jr., vice-president of sales at Broyhill Furniture Factories, who recently was chairman of President Johnson's U.S.A. Furniture Trade Mission to Europe. Another panelist is Harold L. Graham, vice-president, Cargo Sales, Pan American Airways; and a high officer of the U. S. Department of Commerce, Washington, D. C. will speak on government support of international trade with special comments on furniture.

"Again, it is important that this session will be held in San Francisco, headquarters of trade with the Orient and western center of all international trade. We believe the results of this forum will justify our own plans for international expansion.

"Our enthusiasm for this Conference is unlimited, and we expect to learn much that will help us move to a new plateau of western leadership. Significantly, this occurs during our 50th Anniversary year.

"We extend a cordial invitation to all registrants and their families to visit the Mart. We know that our physical plant will be as much an inspiration to people from other parts of the country as it is to those in the West. We do not conceive the role of a Mart to be that of a merchandise warehouse, but rather, an exciting showcase of ideas, beautiful settings for furnishings, comfort and elegance for the shopper, and a stimulating headquarters for professional groups within the industry."

NEW PLANT

Angelo Bros. Co., 2333 N. Mascher St., Philadelphia, will expand its lamp and fixture parts operation in a larger plant recently acquired at 159 W. Allegheny Ave., Philadelphia.

The four story building, containing 128,000 sq. ft., will be equipped with a conveyor system for materials handling, and its staff of employees will be greatly enlarged.

A complete line of rosin core, acid core and solid wire solder in sizes from .025 diameter wire to solid five pound bars, is now available from Anchor Alloys, Inc., 966 Meeker Ave., Brooklyn, N. Y.

HIGH INTENSITY

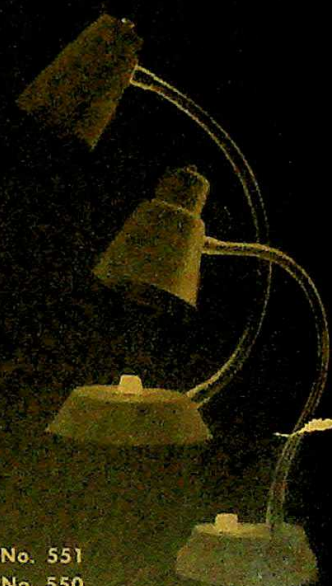
LAMPS FROM

CORNELL

AT LOW-LOW COSTS

NO TRANSFORMERS
LONG LIFE BULBS

Trouble free—concentrated natural light — beautiful baked enamel finishes: mocha, black, white & light green.



No. 551
No. 550

Featuring new selections of boudoir—pin-ups—table—functional—high intensity—juvenile lamps and replacement shades.

NEW YORK

230 Fifth Ave.
Room 1804

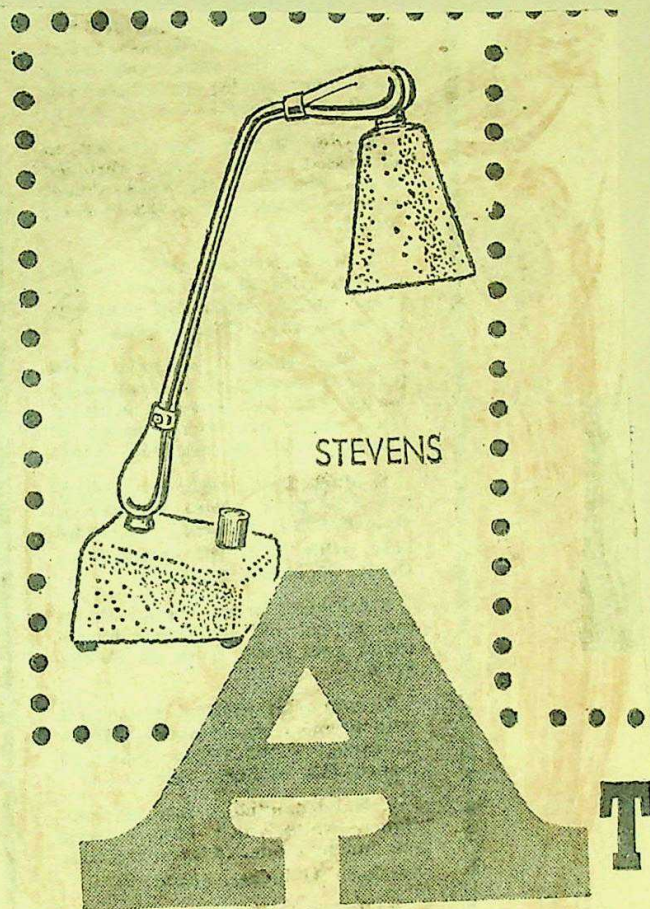
"Quality Promotional Lamps"



CORNELL LAMP & SHADE CO.

74 FAYETTE ST., PERTH AMBOY, N. J.

Write for our catalog



THE DAY OF THE DIMMER is here — as witnessed by introduction of dimmer lamps by no less than six firms at the January markets.

Top row, left to right, chain light with set dimmer unit, \$39.95, **ARNOLITE**, Wilkes-Barre; 22 $\frac{3}{4}$ -inch table lamp with infinite control, \$57 with shade, \$59.50 with natural linen shade, **LIGHT**

Photos illustrate the wide range of seeing tasks for which high intensity lamps are well suited. Below is the prototype of the original tensor lamp made in 1960 and affectionately called, "The Monster."

Intensity lamps



prototype high intensity lamp. The fact that the mechanical parts generally are not available as production stock items accounts for much of the remainder of the difference in price between high intensity and conventional lamps. As the popularity of the miniature high intensity lamps increases, the consumer can be expected to benefit.

Color. The human eye, obviously, through evolution, sees best in daylight. Daylight is the incandescent glow of the sun, which is measured at about 5800 degrees Kelvin. Ordinary incandescent lamps operate at about 2600 degrees Kelvin and the better miniature high intensity lamps

at 3200 degrees Kelvin. While 3200 degrees hardly is daylight, it is noticeably whiter than ordinary incandescents. Fluorescent lamps are not incandescent and therefore have an inescapable artificiality due to an irregular spectrum.

Another factor which contributes to the good color rendition of these lamps is the high ratio of light reflected from the subject to the light direct from the source entering the eye. Glare entering the eye is dispersed in the aqueous humor, causing the image on the retina to wash out. This effect can be observed when viewing a projected color transparency in a bright room. With a bullet re-

LANSBURGH'S DOWNTOWN & SUBURBAN STORES OPEN EARLY & LATE MONDAY

MINIATURE HI - INTENSIVE

D48-20 (23H.I)



LAMPETTE MODEL #E6
EXTENDS TO 16 INCHES

19⁹⁵

LAMPETTE MODEL #E-4
IN PRETTY PLASTIC CASE

14⁹⁵

TENSOR "RUMFORD" MODEL
HAS BRIMMED DIFFUSION SHADE

18⁹⁵

TENSOR PRINCESS MODEL
WITH JOINTED ARM

12⁹⁵

D48-20.6

91

D48-20(20.3H1)

D48/20(20.341)

D48-20.G

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High Intensity Lamp-Radio!

High Intensity Sales!

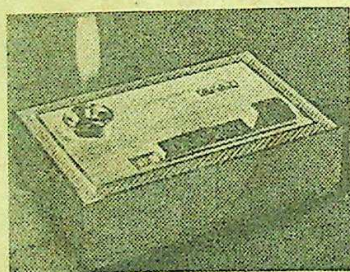
NEW for 1966!

It's solid state, and solid for sales too!
Priced to sell with value supreme.

Also see our EVERFLAME BUTANE LIGHTER, model T-7, shown below. No wick, no flint, no battery.

And with it, not shown, our EVERFLAME JR.—smallest butane lighter in the world.

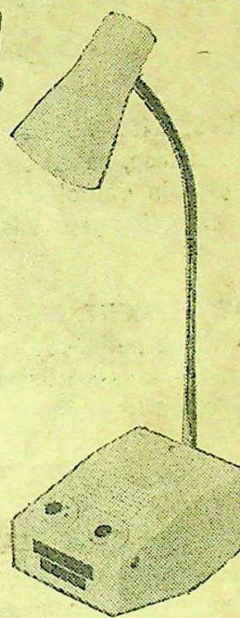
See our COMPLETE line of radios!



Distributorship and representative
inquiries invited

Independent Housewares Show
NAVY PIER — BOOTH 665

Musicpet
OF CALIFORNIA



529 East 9th Street,
Los Angeles, Calif. 90015, 623-9111

Home Furnishings Daily,
Jan. 10, 1966, Page 14

D 45/20(20.3H1)

Home Furnishings Daily
July 20, 1964
P. 16

~~D 20.6~~

91

Desk lamp Box
(S) L

High-Inten

List

\$9.95

12.95

14.95

19.95

24.95

\$8.95

12.95

19.95

19.95

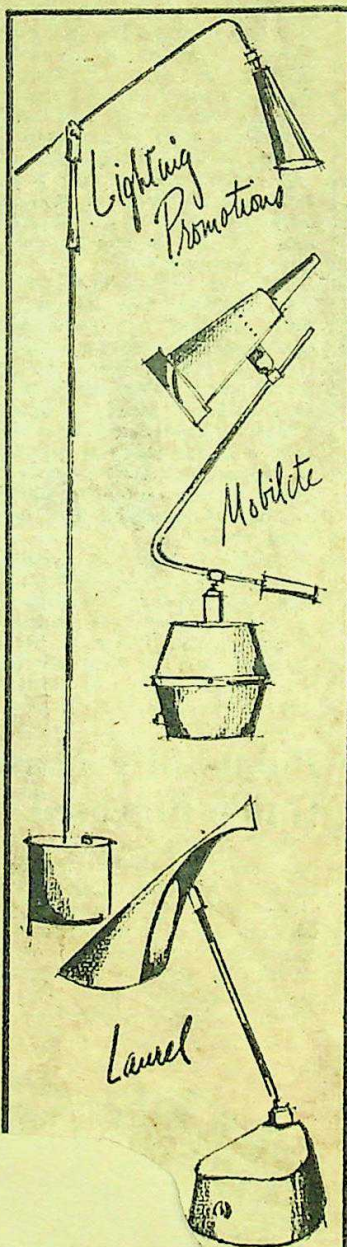
\$6.95

5.95

7.95

8.95

ork



M66—Do

M33—Va

M22—Va

M21—Go

Model

RAN

2100—Go

2102—Ri

2702—D

2700—S

2704—T

2703—S

(All

S

12919—

12318—

12982—

12990—

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

He did say, however, the April 10 statement of holdings indicated then no changes in Emporium Capwell stock and added his firm has

Earnings were \$934,867, share.

Profits from transaction bro cents per share

Earnings in t Jan. 29, 1966 6.4 per cent ga 292,685, while \$9,344,246 com 447.

Earnings pe compared with tive earnings clude the 35 c the 35 cents Meier & Fran

Ten more st company's im Carter said t store and Las opened in 19 Bakersfield, R Newport Bea

Plans for 19 San Diego (p are completed dale and Riv California.

**A quality HI-LO
intensity lamp
for \$9.95 retail?
Viscount did it.**



CONSOLIDATED MERCHANDISING CORP.,
\$20 W. 34th St., N.Y.—Atlanta: 711 Miami Circle N.E.—Chicago:
\$60 N. Lincoln Ave.—Los Angeles: 185 E. Jefferson Blvd.

*Home Furnishings Daily
May 26, 1966, Page 4*

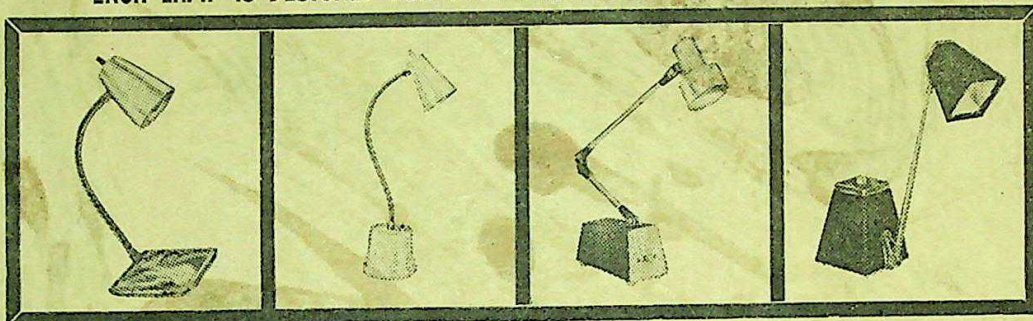
CANDLELIGHT

brings you

4 NEW HIGH-INTENSITY LAMPS

MARKET TESTED and APPROVED!

EACH LAMP IS DESIGNED FOR YOUR PARTICULAR MERCHANDISING BUDGET.



MODEL NT-9940

Equipped with new 40wS-11 non-transformer bulb. White, Mocha or Black shade and Pol Brass base. U.L.

MODEL PP-8000

on/off

MODEL PP-8003

high/low

High impact polypropylene heat resistant shade and base assures coolest operating performance. White, Mocha or Black. U.L.

MODEL PT-3958

U.L.

Bronze & Pol. Br. or White & Pol. Br. Model PT-3898 standard. Bronze & White. Folding arm permits extreme height and extension for optimum light requirements. Carrying case included. U.L. & Std.

MODEL PT-4103

PYRA-METTE high/low Telescoping arm permits numerous angles and greater flexibility. Night light feature. Grained vinyl in White, Black or Walnut. Carrying case included. U.L.

CANDLELIGHT shows you the way to profit with the most diversified line of American made and Imported High Intensity products. We're your one-stop resource for the largest selection of high intensity lamps, accessories, desk lamps, executive clock-radio-lamp desk sets, fluorescent desk lamps, under cabinet lights, picture lights, replacement bulbs, display racks, pen sets, portable lighting and specialty lamps made to your requirements.

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Telephones: 212 Axtel 7-0600 & 516 Lincoln 1-2438

West Coast Division — Carl Lertzman Ent., 616-20 East 8th St., Los Angeles, Calif. 90014
Telephone 213-622-0824



Home Furnishing Daily
January 31, 1966 p. 14



D48-20.6

91

D48/20(20.311)



E-4, absolutely fascinating new design literally stands on end to sell itself; puts economy in a new light.

E-8, the award winning design, now with even better performance at no increase in price.

E-6, the original Lampette that started the national passion for personal.

portable lighting.

E-5, with new magnetic base that sticks to and suspends from any iron or steel surface including car interiors (plugs into cigarette lighter receptacle, or operates from ordinary current).

E-10, executive desk-set with walnut deskbase, two ballpoint pens and remov-

able magnetic base E-5.

Wasn't it worth waiting till '65 to see a full line that stands up and out? Now wait till you see the promotion!

LAMPETTE®
A KOCH CREATION

UL approved. Fully guaranteed. Nationally advertised.

Write today for details on dealer starter package. Koch Creations, 167 East 56th Street, New York, N.Y. 10022.

Home Furnishings Daily, Saturday Jan. 11, 1965

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D48/20(20.3H1)

D48-20.G

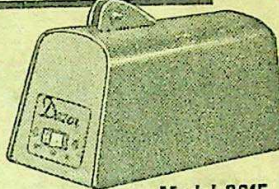
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DAZOR MINIATURE HI-INTENSITY LAMPS



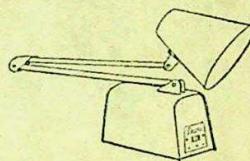
...and **SAFETY**, besides being excellent seeing aids! And with features that put 'em in a class by themselves: *air-cooled* reflector is safe to handle and swivels to adjust light; long-life transformer safely controls voltage and thermal breaker protects entire circuit; HI-LO switch, 9-ft. cord, heat-resistant wiring; and they *won't tip* even with arm fully extended.

Why not *see for yourself* how these bright, little mites can add volume to your sales ... why, they practically sell themselves!



Model 3615

Folds into a compact unit



*Listed by
Underwriters'
Laboratories, Inc.*

FOLDING-ARM MODEL

No. 3615 **\$17⁹⁵**
With 3 Bulbs

The solid-brass jointed arm may be extended to allow maximum adjustment of light; and swivel allows reflector to be rotated to almost any position.

FLEXIBLE-ARM MODEL

No. 3612 **\$11⁹⁵**
With 2 Bulbs

The chrome-plated, 10½" flexible arm, coupled to *air-cooled* reflector, provides ample adjustability of the light.

Hi-Intensity Miniatures are also available on the Dazor Floating Arm.

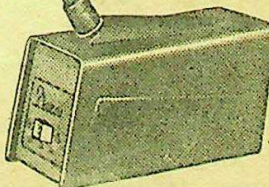
Ideal Gifts For—

- ✓ Birthdays
- ✓ Christmas
- ✓ Anniversaries
- ✓ Graduations, etc.
- ✓ Reading, Studying
- ✓ Writing, Typing
- ✓ Sewing, Knitting
- ✓ Manicuring
- ✓ Hobby-Crafts
- ✓ Offices
- ✓ Schools
- ✓ Hospitals
- ✓ Plants, etc.

Choice of 7 Colors:

- Pacific Coral
- Biscayne Blue
- Colonial White
- Frost-Green
- Frost-Tan
- Ebony
- Statuary-Bronze

Model 3612

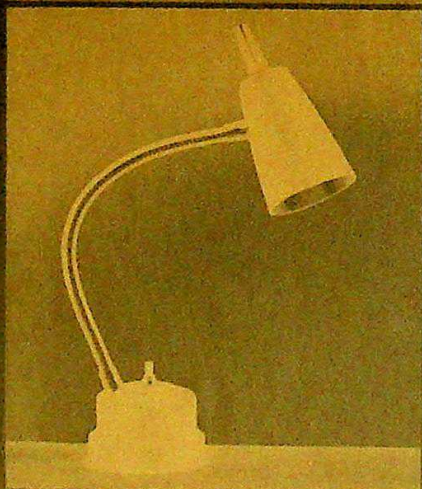
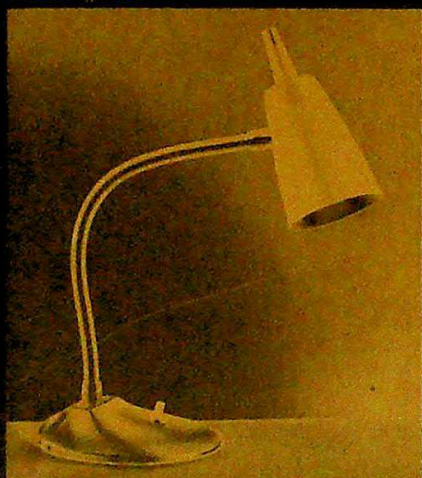


Home Furnishing Daily, Jan. 10, 1966, p. 48

...High Quality High Intensity Lamps Without Transformers*

100% U.L. APPROVED THRUOUT

Model #711



Model #147

Check these features and compare!

- * Patented high intensity bulb with built in heat controlled reflector baffle.
- * 15% to 25% more light than most higher priced lamps.
- * FROSTED BULB for glare-free light as recommended by leading eye specialists.
- * Decorator designed for eye appeal and versatility.
- * No transformer . . . for longer lasting trouble free operation.
- * Brass goose neck, twists or turns to any position.
- * All parts completely U.L. approved.
- * All these features and more at NEW LOW LOW PRICES.

Manufactured in U.S.A.

Territories available . . . inquiries invited

marvelite co. 1001 BEDFORD AVENUE, BROOKLYN 11205, N. Y. Tel. 638-1514

Manufacturers of Transformerless U.L. High Intensity Lamps

D48-20(20.3H1)

D48-20.G

91


The New Yorker
Oct. 15, 1949 - p. 100
D-48
20(20.3H1)

**modern
study lamp**

Beautifully designed
lamp for desk or table.
ible 18" arm of polished chrome
with metal shade and weighted
base in chip-proof
crinkle-lacquer finish.
Choice of white, green,
yellow, bright red, grey or black.

SEND CHECK OR MONEY ORDER \$9.50 ppd.

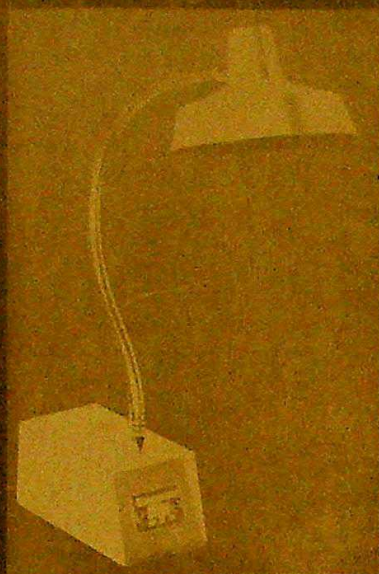
LAMPLAND INC. 577 Sixth Ave., N. Y.



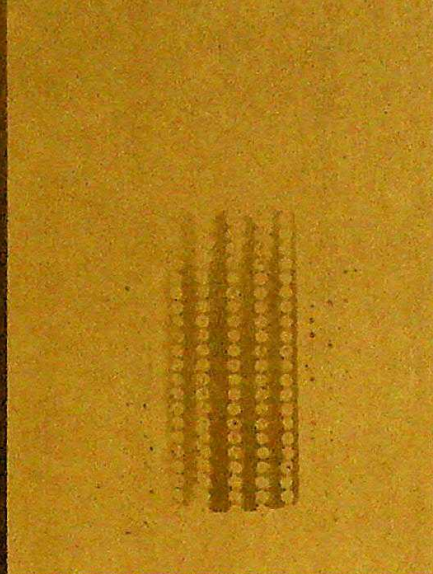
XD 48-20
(20.3H1)

D48-20.G

91



Attractive hi-intensity lamp from Tensor Corp., Brooklyn, N. Y., finished in brass and walnut, has gooseneck arm for added flexibility.



Cut crystal beads over white plastic diffuser highlight chain lamp from Mobilite, Inc., Great Neck, N. Y. Several color combinations are available.

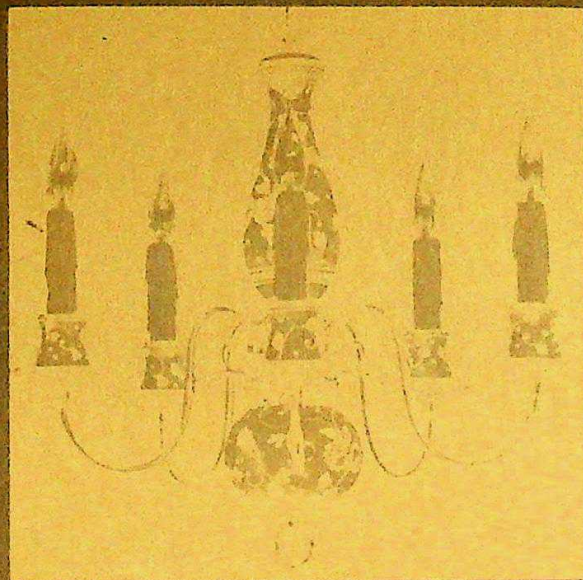


Rockstone primitive head with shade of flax-glaze fabric, is Schor-Parcraft lamp from Woodstock Workshop, New York.

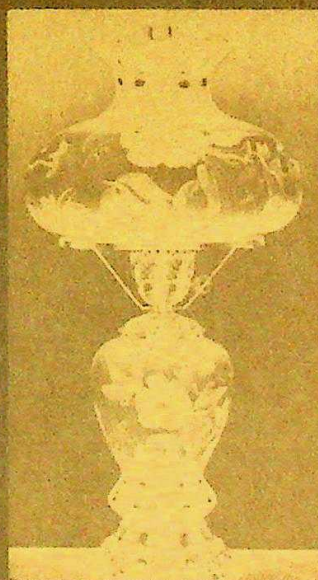
new styles in lighting



Verplex Co., Essex, Conn., shows imported three-light wall lantern with Old English finish.



Holland Delft, in authentic hand-painted pattern, dramatizes brass five-light chandelier from Tiara collection offered by Emerson Electric, St. Louis, Mo.



Large bright flowers ornament base and shade in Victorian-styled lamp from Forbes Bros., Philadelphia.

D48-20 (20.3H)

D48-20.G

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the birth of the high intensity lamp. Manufacturers have developed the type in a wide variety of styles and sizes. To bring you up to date, we present a few of the models now available on this and the following pages.

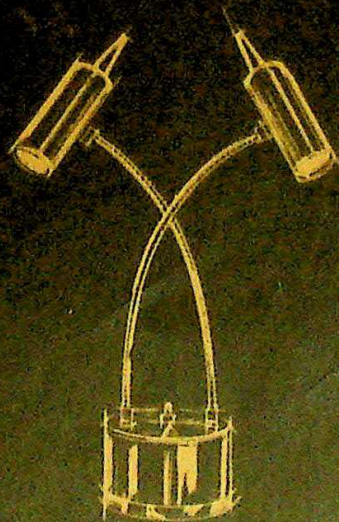
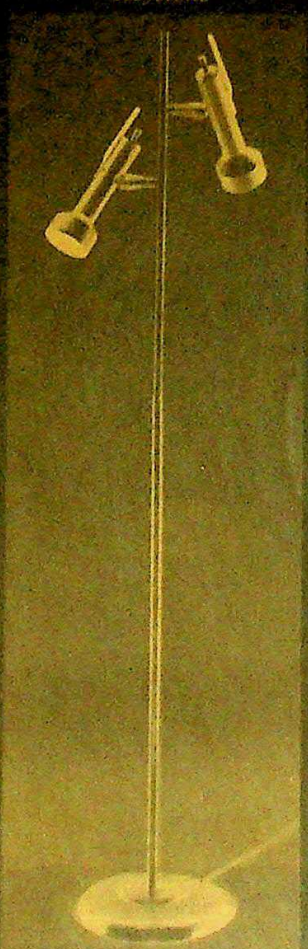
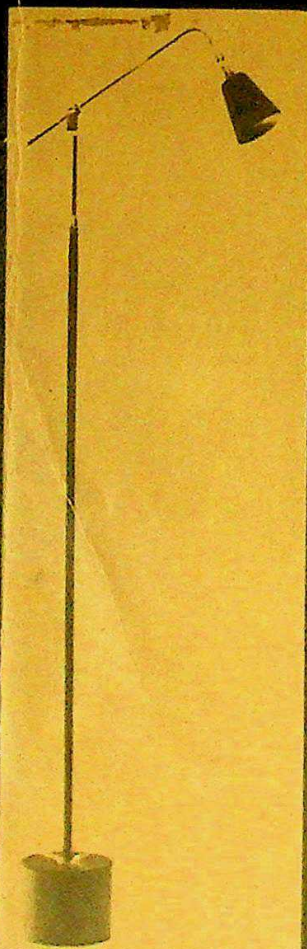


Lampette, a Koch Creation marketed by L. H. B. Sales Co., 167 East 56 St., New York, offers a wall mounting adapter and magnetic mounting base to increase its applications (above). Clever photography (left) stresses smallness.

Sheridan

Lighting Promotions

Keystone



Prestige Line

In floor models, Flowerette with single or twin flexible arms is from Sheridan Industries, 230 Fifth Ave., New York. » Pump handle style, 53 in. high, is available from Lighting Promotions, 230 Fifth Ave., New York. » Double or single light tree lamp from Keystone Lamp Mfg. Corp., 230 Fifth Ave., New York, has no transformer and uses R-50 reflector bulbs. » Twin gooseneck table model styled by Prestige Line, Inc., 10 Ranick Drive S., Amityville, N. Y., is called La Poite. All lamps above come in a variety of finishes.

D48-20 (20.3 HI)

D48-20.G

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Crown Castings



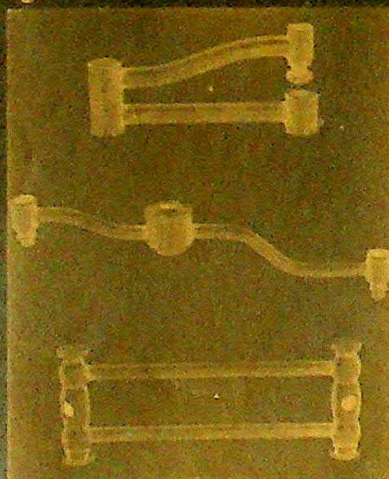
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JOURNAL for May, 1965

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